

DRAFT

Minutes of the Sport Advisory Board
Department of Economic & Community Development
Connecticut Office on Culture & Tourism
Connecticut Convention Center
6th Floor, Meeting Room 11
Wednesday, February 1, 2012
1:00 p.m.

Present: Jim Abromaitis, Capital City Economic Development Authority
Robert Doherty, Special Olympics CT
Gene Doris, Fairfield University
Charlie Dowd, Webster Bank Arena
Evan Feinglass, University of CT – Division of Athletics
Bob Felice, New Haven Chamber Sports Council
Michael Fresher, Bushnell Center/Rentschler Field
Nathan Grube, Travelers Championship
Kim Hart, Office of Policy Management
Bill Humphreys, Bike Guys, LLC
Curt Jensen, Greater Hartford Convention Bureau
Mike Moraghan, Connecticut State Golf Association
William Mudano, Connecticut Sport Management Group, Inc.
Paul Pendergast, University of CT Division of Athletics
Tangier Pritchett, Visit New Haven
Howard Saffan, Webster Bank Arena
Christopher Shenko, Mohegan Sun
Chuck Steedman, AEG XL Center
Dana Cialfi, Pilot Pen Tennis
Pat Meiser, University of Hartford

Absent: Skip Barber, Lime Rock Park
Lynn Carlotto
Scott Ciecko, State Department of Higher Education
Wayne Dean, Yale University
Jill Ferraiolo, Connecticut State University System
Patrick Fisher, Connecticut Sports Management Group, Inc.
Robert Goughan, Bridgeport Bluefish
Michael Mazzulli, Mohegan Tribe Athletic Department
Jack McDonald, Quinnipiac University
Larry McHugh, Middlesex Chamber of Commerce
Ann Miron, Sacred Heart University
Michael Murtha, Athletic Department Mohegan Sun
Marie O'Brien, Connecticut Development Authority
Larry Perosino, Connecticut Boxing Commission
Michael Renwick, Trinity College

Michael Savage, Connecticut Interscholastic Athletic Conference
Renea Top, Lime Rock Park
Andrew Weber, Connecticut Tigers
Jennifer Widness, Connecticut Conference of Independent Colleges
Sara Willcox, Pilot Pen Tennis
John Willi, New Britain Rock Cats

Guests: Randall L. Fiveash, Director of Tourism, DECD, Jennifer Haag, Assistant, Office of Tourism, DECD, Michael Van Parys, Greater Hartford Convention Bureau

1. Call to Order

Chairman Abromaitis called the meeting to order.

II. Approval of Minutes

No draft minutes from July 2011 meeting to approve.

III. Presentation of Greater Hartford Convention Bureau and Office of Tourism

The Office of Tourism, DECD will be signing a one million dollar per year contract with the Greater Hartford Convention Bureau (GHCVB) to partner with them in statewide marketing efforts. The GHCVB will become a statewide marketing and sports marketing bureau. The GHCVB will be renamed.

Randy Fiveash (Office of Tourism) and Michael Van Parys (GHCVB) presented how they would be approaching this statewide effort with Tourism.

- The board of GHCVB is ready to change in to a statewide board of directors
- Will be funded by the 1million a year from the Office of Tourism along with increased statewide membership fees
- Will go after corporate funding (membership)
- Will go after specific markets to drive business to Connecticut to fill hotel rooms
- Will do direct sales
- Have an interactive website
- Distribute electronically notice of meetings and facilities guides
- Attend trade shows
- Do public relations
- Meet with event rights holders
- Partner with our universities/working with their marketing teams

Curt Jensen described opportunities for everyone at the April (Sports Commission) convention in Hartford. He then presented the sports component of the new organization which will include a Sports Marketing Board and a Hospitality Marketing Board as well as an Executive Board that will be comprised of members from both the Sports Marketing and Hospitality Marketing Boards.

Questions seeking more detail on the Sports component were presented. Included were:

- Questions and comments on the 10% admissions tax?
- Accountability of the new sports group?
- Coordination of lead dispersal to venues/organizations?
- What will be the process to seek or access funds required to attract events to the State?
- How will the new organization work with the universities?
- What is the future of the Sports Advisory Board (SAB)?
- Define membership of/and appointment to new Sports Board?
- What will membership fee buy?
- How will there be statewide representation?
- Who will run events in the various regions?
- What are the goals of the new organization? (measurement of success)
- Will there be resources for venues/facilities and for maintenance/upgrades?
- Who will be negotiating event costs?
- Will there be a Venue Inventory?
- What events can we accommodate?

Answers and clarification of these issues will certainly determine the success and continued involvement of the SAB membership.

No action taken as the SAB has no authority to approve. No date set for next meeting.

V. Next Steps
None at this time

VI. New & Old Business
None at this time

VII. A motion was made by the Chairman to adjourn the meeting.

Respectfully submitted:

Jennifer Haag, Assistant to the Office of Tourism